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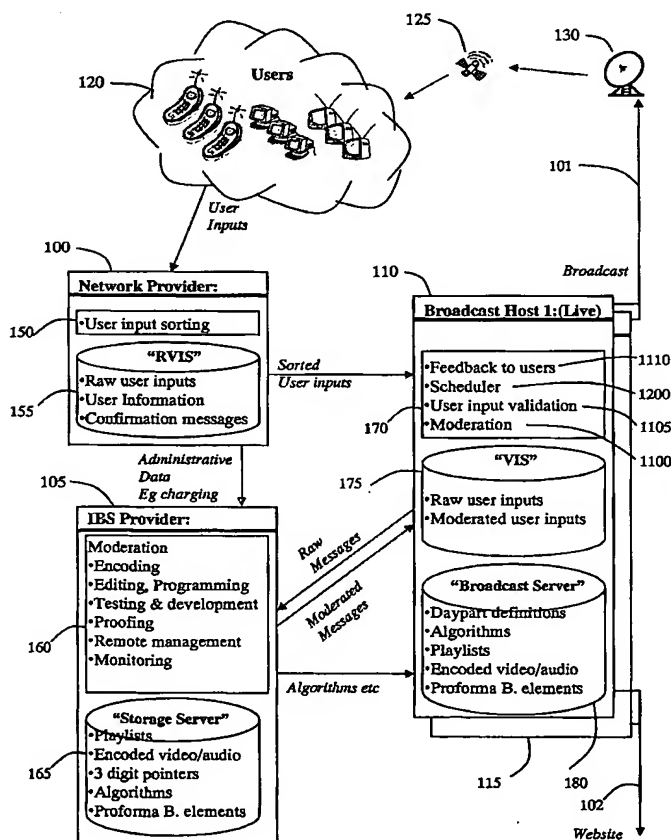
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(54) Title: METHOD AND APPARATUS FOR BROADCAST COMMUNICATIONS



(57) Abstract: An interactive broadcasting system is arranged to receive and respond to user inputs in relation to broadcast material. A scheduler (1200) polls continuously for new user inputs and adjusts its scheduling appropriately, in accordance with algorithms. This might be for example to insert content from user inputs into a live or pre-recorded broadcast or to re-order elements of a broadcast, such as travel clips from a playlist. The system has many applications. Users can for example post messages or dedications, interact in discussion programmes, vote for clips from a playlist, request live feeds, enter competitions or make purchases. Optionally, the response of the scheduler (1200) can be time dependent, for instance changing algorithms or scheduled content at a particular time of day or day of the week. As well as the scheduler (1200), embodiments of the invention provide a broadcast assembly system for storing broadcast elements, processing user inputs and assembling broadcast elements in accordance with processed user inputs for broadcast communications. Embodiments of the present invention are not limited to dealing with single broadcast channels but can also be used to playout multiple interactive channels. Such multiple channels can share either content or user interactivity or each channel may be entirely different in what is broadcast.

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